



A subsidiary of Pinnacle West Capital Corporation

ORIGINAL



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August 16, 2006

Chairman Jeff Hatch-Miller  
Commissioner William A. Mundell  
Commissioner Mike Gleason  
Commissioner Kristin E. Mayes  
Commissioner Barry Wong  
ARIZONA CORPORATION COMMISSION  
1200 West Washington  
Phoenix, AZ 85007

Arizona Corporation Commission  
**DOCKETED**

**AUG 16 2006**

DOCKETED BY	nr
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RE: Requested scripts of the conservation, renewables, and safety advertisements in Commissioner Mayes' letter dated August 2, 2006 under Docket No. E-01345A-05-0816.

Dear Commissioners:

Enclosed is Arizona Public Service Company's ("APS") requested scripts of conservation, renewables, and safety advertisements as requested in Commissioner Mayes' letter dated August 2, 2006.

If you or your staff have any questions, please feel free to call me.

Sincerely,

Brian Brumfield  
Supervisor  
Regulatory Affairs

BB/bec

Cc: Brian McNeil  
Ernest Johnson  
Christopher Kempley  
Lyn Farmer  
Heather Murphy  
Docket Control

ARIZONA CORPORATION COMMISSION  
DOCUMENT CONTROL

2006 AUG 16 PM 4:38

RECEIVED

## Ballgame Ads

Client: APS  
Title: Energy Survey  
Length: :30

Date: 9/02/03; Rev. 6/9/06  
Commercial #: APS-DO31-06  
Draft #: 2

## Video

## Audio

Open with APS Power Tip graphic

Graphic APS logo

SUPER: Energy...enough to use, not enough to waste.

End with APS Power graphic/logo

Graphic APS logo  
CG: APS The Power To Make It Happen

[aps.com](http://aps.com)

*V.O. (6 seconds)*

Here's a Power Tip from APS, where we're always working to help you save energy and money.

*Donut (15 seconds) V.O.*

Take our free home Energy Survey on [aps.com](http://aps.com) to see if you're using energy wisely. In just a few minutes, you can analyze how much electricity your home uses, compare your home energy use to similar homes and explore ways to reduce your energy bills and save money.

*V.O. (9 seconds)*

Energy...enough to use, not enough to waste.

For more energy saving tips, visit [aps.com](http://aps.com).

APS...The power to make it happen.

**Qualified Contractor TV**  
**Fall 2001 Co-op Campaign (@ \$44.95)**  
**Revised 2003 to \$49.95; Revised 2005 to \$54.95**  
6309/DSM 2035

**AUDIO:**

Our heating and cooling system really worked hard to make it through the summer, and winter weather will be here before you know it.

That's why I called an APS Qualified Contractor for a fall season check-up.

**SUPER:**

Not available in all areas.

**AUDIO:**

They're licensed, bonded and insured. They're highly trained and experienced, so they get your system working at peak efficiency.

You can trust them. They're members of the Arizona Heat Pump Council and in good standing with the Better Business Bureau.

Now with our system operating more efficiently, we'll save money all year long.

**VOICE-OVER ANNOUNCER:**

As the weather cools, it's the perfect time to get your system checked. Call today to schedule your 16-point heating and cooling check-up for only \$54.95 per unit.

Tag 1

Tag 2

Tag 3

**SUPER:**

APS Qualified Contractor (logo)  
Call (602) 371-3636

**DISCLAIMER:**

Limited time offer. Call today for a \$54.95 heating/cooling system check-up.



## **Safety PSAs for D'Backs on-air talent to read.**

### **Common Intro**

Your safety is important to APS and the Arizona Diamondbacks. Here are some helpful tips on how to be safe around electricity this summer.

### **#1 Overhead power lines**

When working outside, whether you're on your roof, on a ladder or reaching up to trim trees, always look up and locate power lines.

And, remember to stay at least 10 feet away from any overhead lines.

For more electric safety tips, visit [aps.com](http://aps.com).

APS. The Power to Make it Happen.

### **#2 Water Safety**

As the temperature heats up in Arizona, more of us will be spending time in and around water.

APS reminds you, electricity and water don't mix.

Never touch an electrical appliance when you're standing in water and never run cords through standing water.

For more electric safety tips, visit [aps.com](http://aps.com).

APS. The Power to Make it Happen.

### **#3 Blue Stake**

For many of us, now is the time to start tackling outdoor projects. But before digging outdoors, call the Blue Stake Center to locate underground electric wires. It's safe and it's free.

Call the Blue Stake Center at (602) 263-1100, or toll-free at (800) STAKE-IT.

For more electric safety tips, visit [aps.com](http://aps.com).

APS. The Power to Make it Happen.

**APS ENERGY CONSERVATION RADIO SPOT 3 4.27.01**

Spot #APS-004-R01/Energy Survey

SFX	VOICE
Very fast guitar riff	There's a quick way to find out if you're using too much energy.
Homey guitar; SFX of kids, pets, etc.	In your home
Industrial beat, SFX of phones, etc.	Or your business
Fade music to keyboard clicks	Visit <a href="http://aps.com">aps.com</a>
Bring guitar up to new melody line	And click on Energy Survey
Continue melody under v/o	You can compare your energy use with others in a similar home or business
Continue melody under v/o	And get tips on simple ways to conserve electricity.
Fast riff	It's fast.
Simple melody	And it's easy.
Continue melody under v/o	Energy Survey at <a href="http://aps.com">aps.com</a>
Guitar finale	Energy. Enough to use. Not enough to waste.

**APS ENERGY CONSERVATION RADIO SPOT 2**

**4.11.01**

Spot #APS-003-R01/Turn it Up

SFX	VOICE
Elaborate flourish on guitar	There's nothing fancy about energy conservation.
Guitar plays simple, upbeat melody	So let's get practical. Here are some simple, no-cost tips.
Melody continues under v/o	Turn the thermostat up one or two degrees.
Melody continues under v/o	Only use as much lighting as you need.
Melody continues under v/o PLUS light switch SFX	Turn off lights, appliances and equipment you're not using.
Music fades to phone rings / keyboard clicks	Call APS or visit <a href="http://aps.com">aps.com</a> for more energy saving tips - for your home and office
Return to guitar for melody finale	Energy. Enough to use. Not enough to waste.

## **Radio – Conservation**

# Radio



CLIENT: APS  
CODE #: \_\_\_\_\_  
JOB #: AZL-GE-D6-117/R.2  
TITLE: :30 Second Energy Conservation Radio  
LENGTH: :30  
DATE: 6/28/06

340 Main Street  
Venice, California 90291  
Telephone: (310) 907-1500

Page 1 of 2

1 **ZDNI-6124 – WINDOWS :30**

2 MUSIC: UP AND UNDER

3  
4 ANNCR: When it comes to saving energy, sometimes it's the simple things that  
5 can make a big difference. Take summer — always hot but always  
6 more manageable than you think. On average, more than forty percent  
7 of the heat that enters your house comes in through the windows. Close  
8 your blinds and shade your windows, you cut down on heat. Think of  
9 the burden that takes off of your air conditioner and your energy bill. A  
10 simple idea from APS.  
11 For more energy-saving tips, visit [aps.com](http://aps.com).  
12 APS. Energy... enough to use, not enough to waste.

15 **ZDNI-6123 – SMART SURVEY :30**

16 MUSIC: UP AND UNDER

17  
18 ANNCR: It pays to be smart, especially when it comes to saving energy. And to  
19 make you smart about the way you use energy at home, APS offers a  
20 free customized energy survey that you can take online. It'll show you  
21 where you use the most energy, and just as important, it'll show you  
22 where you can save energy — and when you save energy, you save  
23 money. For more energy-saving tips and to take the APS Energy  
24 Survey, visit [aps.com](http://aps.com). It's easy. It's smart. It's free. It's from APS.  
25 APS. Energy... enough to use, not enough to waste.

Proofreader/Date	Copywriter/Date	Creative Dir/Date	Account Exec/Date	Producer/Date	OK to Produce
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## Radio



CLIENT: APS  
CODE #: \_\_\_\_\_  
JOB #: AZL-GE-D6-117/R.2  
TITLE: :30 Second Energy Conservation Radio  
LENGTH: :30  
DATE: 6/28/06

340 Main Street  
Venice, California 90291  
Telephone: (310) 907-1500

Page 2 of 2

### ZDNI-6125 – IMPROVEMENTS CFL :30

MUSIC: UP AND UNDER

ANNCR: You'll see savings in a whole new light with compact fluorescent lights. Compact fluorescent light bulbs use seventy-five percent less energy than regular bulbs and last ten times longer – think of how much money you can save. And now, APS is partnering with retailers to bring APS customers discounted pricing on Energy Star qualified compact fluorescent lights.

For more energy-saving tips or to locate a retailer near you, go to [aps.com](http://aps.com).

APS. Energy... enough to use, not enough to waste.

### ZDNI-6126 – COMFORTABLE REBATE :30

MUSIC: UP AND UNDER

ANNCR: APS has an investment idea that'll make you more comfortable — invest in a new energy-efficient air conditioner. It can lower your monthly energy bill, and you might be eligible for a rebate of up to \$400. Call your contractor to learn more. Or call the APS Energy Answer Line at 888-890-9730 for a free referral to an APS Qualified Contractor. A rebate of up to \$400 and an energy-efficient air conditioner — that's a comfortable investment.

APS. Energy... enough to use, not enough to waste.

Proofreader/Date	Copywriter/Date	Creative Dir/Date	Account Exec/Date	Producer/Date	OK to Produce
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**"Dryer - :30"**

SFX: CLOTHES DRYER RUNNING.

ANNCR: Hear that? That's the sound of saving money. Because these clothes are being dried after 7 p.m., in a home with a new APS Time-of-Use rate plan. These plans can save you money if you can shift your electricity use to off-peak hours. APS is offering two new Time-Of-Use plans with shorter peak hours of just noon to 7 p.m. So power up your computer and visit APS.com to see if a TOU rate plan is right for you. Better yet, do it after 7. APS. Energy... Enough to use. Not enough to waste.

**"Dryer - :60"**

SFX: TICK, TICK, TICK OF A CLOCK. DING.

ANNCR: It's 7 o'clock.

SFX: CLOTHES DRYER STARTING UP AND RUNNING.

ANNCR: Hear that? That's the sound of saving money. Because these clothes are being dried after 7 p.m. in a home with a new APS Time-Of-Use rate plan. Time-of-Use plans can save you money on your electricity bill if you can shift most of your electricity use to off-peak hours. Sound like a good idea? We think so. That's why APS is offering two new Time-Of-Use rate plans with even shorter on-peak hours of just noon to 7 p.m. So power up your computer and visit aps.com to see if this plan is right for you. Better yet, do it after 7. Hey, it's never too soon to practice saving money...

ANNCR: APS Time-Of-Use plans. To find out if there's a plan that can help you save, go to aps.com, register, and do a rate comparison. Just remember, if you're eligible and choose a TOU plan, it will require a free meter exchange. APS. Energy.... Enough to use. Not enough to waste.

## **Radio – Safety**



## **Safety PSAs**

### **:30-seconds**

#### **#1 Overhead power lines**

Here's a power tip from APS, where we're always working to make sure you have safe, reliable energy when and where you need it.

When you are working outside, always look up to check for overhead power lines before you climb on a ladder, your roof or reach up to trim trees. And, to ensure your safety, always remember to stay at least 10 feet away from all overhead lines.

For more electric safety tips, visit our Web site at [aps.com](http://aps.com).

APS. The Power to Make it Happen.

#### **#2 Ladder Safety**

Here's a power tip from APS, where we're always working to make sure you have safe, reliable energy when and where you need it.

Always look up for the location of power lines when you're carrying a ladder. Ladders, especially aluminum ladders, can conduct electricity. For your safety, make sure you stay at least 10 feet away from all power lines.

For more electric safety tips, visit our Web site at [aps.com](http://aps.com).

APS. The Power to Make it Happen.

#### **#3 Tree Trimming**

Here's a power tip from APS, where we're always working to make sure you have safe, reliable energy when and where you need it.

Before you trim your trees, check for overhead electric power lines. Always stay at least 10 feet away from any power lines. And never attempt to trim trees in bad weather. Wet or windy conditions can create potentially hazardous situations.

For more electric safety tips, visit our Web site at [aps.com](http://aps.com).

APS. The Power to Make it Happen.

#### **#4 General Electric Safety**

Here's a power tip from APS, where we're always working to make sure you have safe, reliable energy when and where you need it.

Never touch anything that uses electricity when you are standing in water. And when you're using electrical appliances outdoors, make sure they're plugged into outlets with weatherproof covers and ground-fault circuit interrupters.

For more electric safety tips, visit our Web site at [ape.com](http://ape.com).

APS. The Power To Make It Happen.

#### **#5 Blue Stake**

Here's a power tip from APS, where we're always working to make sure you have safe, reliable energy when and where you need it.

If you're starting an outdoor project where digging is required, make sure you know the location of all underground facilities before you dig. The Blue Stake Center offers this service for free. Call (602) 263-1100 in Phoenix or 1-800-STAKE-IT.

For more electric safety tips, visit our Web site at [aps.com](http://aps.com).

APS. The Power To Make It Happen.

#### **#6 Storm Safety**

Here's a power tip from APS, where we're always working to make sure you have safe, reliable energy when and where you need it.

To be safe during storms, avoid taking a bath or shower. It's also wise to unplug major appliances and sensitive electrical equipment when storms strike. Keep a flashlight and battery operated radio in an accessible area. And always stay away from downed power lines.

For more electric safety tips, visit our Web site at [aps.com](http://aps.com).

APS. The Power To Make It Happen.

#### **#7 – Holiday Safety**

Here's a power tip from APS, where we're always working to make sure you have safe, reliable energy when and where you need it.

When placing holiday lights, check overhead and stay at least 10 feet away from all electric power lines. Use lights and cords certified by Underwriters Laboratory and before stringing lights, check for frayed cords, loose connections or damaged plugs and sockets and discard those in poor condition.

For more electric safety tips, visit our Web site at [aps.com](http://aps.com).

APS. The Power To Make It Happen.

### **:10-seconds**

#### **#1 Power Lines**

Here's a power tip from APS – When working outdoors, always check for power lines before climbing a ladder or your roof and be sure to stay at least 10 feet away from power lines. APS. The Power To Make It Happen.

#### **#2 Ladder**

Here's a power tip from APS – Always look up for the location of power lines when you're carrying a ladder and be sure you stay at least 10 feet away from all power lines. APS. The Power To Make It Happen.

#### **#3 Tree Trimming**

Here's a power tip from APS – Before you trim your trees, check for overhead power lines and always stay at least 10 feet away from all power lines. APS. The Power To Make It Happen.

#### **#4 General Electric Safety**

Here's a power tip from APS – When using electrical appliances outdoors, make sure they're plugged into outlets with weatherproof covers and ground-fault circuit interrupters. APS. The Power To Make It Happen.

#### **#5 Blue Stake**

Here's a power tip from APS – Before starting an outdoor project where digging is required, call the Blue Stake Center at 1-800-STAKE-IT to find the location of all underground facilities. APS. The Power To Make It Happen.

#### **#6 Storm Safety**

Here's a power tip from APS – It's always wise to unplug major appliances and sensitive electrical equipment when storms strike. And always stay away from downed power lines. APS. The Power To Make It Happen.

#### **#7 Extension Cords**

Here's a power tip from APS – Extension cords used outdoors should be specifically designed for such use. Do not overload cords with too many appliances and replace cracked or frayed cords. APS. The Power To Make It Happen.

## **Television – Conservation**

Client: APS

Date: 9/02/03; Rev. 6/9/06

APS-DO-37-06 Rev. 8/09/06

Title: Save Energy

Commercial #: APS-DO40-06

Length: :30

Draft #: 4

## Video

## Audio

Open with APS Power Tip graphic

Graphic APS logo

*V.O. (6 seconds)*

Here's a Power Tip from APS, where we're always working to help you save energy and money.

---

*Donut (15-20 seconds) V.O.*

Visit [aps.com](http://aps.com) for tools to help you reduce your energy usage. Just click on "Use Energy Wisely" and you can take our free Energy Survey, view Quick Tips on how to save energy, or download one of our 15 Energy Answers fact sheets.

SUPER: Energy...enough to use, not enough to waste.

End with APS Power graphic/logo

Graphic APS logo

CG: APS The Power To Make It Happen

[aps.com](http://aps.com)

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*V.O. (9 seconds)*

Energy...enough to use, not enough to waste.

For more energy saving tips, visit [aps.com](http://aps.com).

APS...The power to make it happen.

Client: APS  
Title: Homebuyer's Guide  
Length: :30

Date: 9/02/03; Rev. 6/9/06  
Commercial #: APS-DO32-06  
Draft #: 2

## Video

## Audio

Open with APS Power Tip graphic

Graphic APS logo

SUPER: Energy...enough to use, not enough to waste.

End with APS Power graphic/logo

Graphic APS logo  
CG: APS The Power To Make It Happen

[aps.com](http://aps.com)

*V.O. (6 seconds)*

Here's a Power Tip from APS, where we're always working to help you save energy and money.

*Donut (15 seconds) V.O.*

Visit [aps.com](http://aps.com) to get the information you need to buy an energy-efficient home, view our homebuyer's checklist and order a free copy of the APS Homebuyer's Guide. Selecting the right energy features can mean big savings for years to come.

*V.O. (9 seconds)*

Energy...enough to use, not enough to waste.

For more energy saving tips, visit [aps.com](http://aps.com).

APS...The power to make it happen..

Client: APS  
Title: Ceiling Fans  
Length: :30

Date: 9/02/03; Rev. 6/9/06  
Commercial #: APS-DO33-06  
Draft #: 2

## Video

## Audio

Open with APS Power Tip graphic

Graphic APS logo

*V.O. (6 seconds)*

Here's a Power Tip from APS, where we're always working to help you save energy and money.

*Donut (15 seconds) V.O.*

Ceiling fans create a "wind chill" effect that can make you feel up to five degrees cooler. You can run a ceiling fan for just half a penny an hour. So, using ceiling fans is one great way to stay more comfortable this summer while also helping to lower your air conditioning costs.

SUPER: Energy...enough to use, not enough to waste.

*V.O. (9 seconds)*

Energy...enough to use, not enough to waste.

End with APS Power graphic/logo

For more energy saving tips, visit [aps.com](http://aps.com).

Graphic APS logo  
CG: APS The Power To Make It Happen

APS...The power to make it happen.

[aps.com](http://aps.com)

Client: APS  
Title: A/C Breaks  
Length: :30

Date: 8/07/03; Rev. 6/9/06  
Commercial #: APS-DO34-06  
Draft #: 2

## Video

## Audio

Open with APS Power Tip graphic

Graphic APS logo

Super: Call 602-371-3636

SUPER: Energy...enough to use, not enough to waste.

End with APS Power graphic/logo

Graphic APS logo  
CG: APS The Power To Make It Happen

aps.com

*V.O. (6 seconds)*

Here's a Power Tip from APS, where we're always working to help you save energy and money.

*Donut (15 seconds) V.O.*

If you live in the Phoenix metro area, an APS Qualified Contractor can help you when your heating or cooling system breaks down. Call us for a free referral to a contractor who meets the stringent requirements of the APS Qualified Contractor program. They're licensed, bonded and insured.

*V.O. (9 seconds)*

Energy...enough to use, not enough to waste.

For more energy saving tips, visit [aps.com](http://aps.com).

APS...The power to make it happen.



Client: APS  
Title: Spring Check-up  
Length: :30

Date: 9/02/03; Rev. 6/9/06  
Commercial #: APS-DO35-06  
Draft #: 2

## Video

## Audio

Open with APS Power Tip graphic

Graphic APS logo

SUPER: Updated 6/9/06

\$54.95/Unit  
16-point system checkp-up  
Offer good through May 15.

Some restrictions apply. Not available in all areas.

Call 602-371-3636

SUPER: Energy...enough to use, not enough to waste.

End with APS Power graphic/logo

Graphic APS logo  
CG: APS The Power To Make It Happen

[aps.com](http://aps.com)

*V.O. (6 seconds)*

Here's a Power Tip from APS, where we're always working to help you save energy and money.

---

*Donut (15 seconds) V.O.*

A cooling system check-up could add up to big savings and prolong the life of your system. If you live in metro Phoenix, call for a free referral to an APS Qualified Contractor. And, if you call before the heat sets in, you can get a pre-season check-up for a special low price.

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*V.O. (9 seconds)*

Energy...enough to use, not enough to waste.

For more energy saving tips, visit [aps.com](http://aps.com).

APS...The power to make it happen.

Client: APS  
Title: Fall Check-up  
Length: :30

Date: 9/02/03; Rev. 6/9/06  
Commercial #: APS-DO36-06  
Draft #: 2

## Video

## Audio

Open with APS Power Tip graphic

Graphic APS logo

SUPER: Updated 6/9/06

\$54.95/Unit  
16-point system check-up  
Offer good through November 30.

Some restrictions apply. Not available in all areas.

Call 602-371-3636

SUPER: Energy...enough to use, not enough to waste.

End with APS Power graphic/logo

Graphic APS logo  
CG: APS The Power To Make It Happen

aps.com

*V.O. (6 seconds)*

Here's a Power Tip from APS, where we're always working to help you save energy and money.

*Donut (15 seconds) V.O.*

A heating and cooling system check-up could add up to big savings and prolong the life of your system. If you live in metro Phoenix, call for a free referral to an APS Qualified Contractor. And, if you call before winter sets in, you can get a pre-season check-up for a special low price.

*V.O. (9 seconds)*

Energy...enough to use, not enough to waste.

For more energy saving tips, visit [aps.com](http://aps.com).

APS...The power to make it happen.

## APS Power Tips Campaign

Client: APS  
Title: Overhead Power Lines  
Length: :30

Date: 4/2/02  
Producer/AE: Walker/Dowden  
Draft #: 1

### Video

### Audio

Open with APS Power Tip Graphic

Graphic APS logo

Shot of overhead power lines

Shot of ladder

Shot of someone setting up a ladder

CG: For a free brochure call (602) 371-7171 or  
(800) 253-9405

End with Power Graphic/APS logo

Graphic APS logo

CG: APS The Power To Make It Happen

[aps.com](http://aps.com)

*Male V.O. (8 seconds)*

Here's a Power Tip from APS, where we're  
always working to make sure you have safe,  
reliable energy when and where you need it.

*Donut (15 seconds) Female V.O.*

Always look up for the location of power lines  
when you're carrying or setting up a ladder.  
Ladders, especially aluminum ladders, can  
conduct electricity.

For your safety, make sure you stay at least 10  
feet away from all power lines.

*Male V.O. (7 seconds)*

For more electrical safety tips visit our Web  
site at [aps.com](http://aps.com)

APS... The power to make it happen.

## APS Power Tips Campaign

Client: APS  
Title: Tree Trimming Safety  
Length: :30

Date: 4/2/02  
Producer/AE: Walker/Dowden  
Draft #: 1

### Video

### Audio

Open with APS Power Tip graphic

Graphic APS logo

Shot of Trees; person getting set to trim

Shot of power line

CG: Stay at least 10 feet from power lines

Person Trimming Tree

Wind-blown trees/rainy conditions

End with APS Power graphic/logo

Graphic APS logo

CG: APS The Power To Make It Happen

[aps.com](http://aps.com)

*Male V.O. (8 seconds)*

Here's a Power Tip from APS, where we're always working to make sure you have safe, reliable energy when and where you need it.

*Donut (15 seconds) Female V.O.*

Before you trim your trees, check for overhead electric power lines.

Always stay at least 10 feet away from any power lines.

And never attempt to trim trees in bad weather. Wet or windy conditions can create potentially hazardous situations.

*Male V.O. (7 seconds)*

For more electrical safety tips visit our Web site at [aps.com](http://aps.com)

APS...The power to make it happen.

## APS Power Tips Campaign

Client: APS  
Title: General Electric Safety  
Length: :30

Date: 4/2/02  
Producer/AE: Walker/Dowden  
Draft #: 1

### Video

### Audio

Open with APS Power Tip graphic

Graphic APS logo

Shot of pool area/wet cement

Shot of radio outside; Electric trimmer

Shot of outdoor circuits

End with APS Power graphic/logo

Graphic APS logo  
CG: APS The Power To Make It Happen

[aps.com](http://aps.com)

*Male V.O. (8 seconds)*

Here's a Power Tip from APS, where we're always working to make sure you have safe, reliable energy when and where you need it.

*Donut (15 seconds) Female V.O.*

Never touch anything that uses electricity when you're standing in water.

And when you're using electrical appliances outdoors, make sure they're plugged into outlets with weatherproof covers and ground-fault circuit interrupters.

*Male V.O. (7 seconds)*

For more electrical safety tips visit our Web site at [aps.com](http://aps.com)

APS... The power to make it happen.

## APS Power Tips Campaign

Client: APS  
Title: Call before you dig  
Length: :30

Date: 4/2/02  
Producer/AE: Walker/Dowden  
Draft #: 1

### Video

### Audio

Open with APS Power Tip graphic

Graphic APS logo

Blue Stake person surveying ground

Person preparing to dig in unmarked area

Person on phone calling Blue Stake

CG: Call Blue Stake  
(602)263-1100 Phoenix  
1-800-STAKE-IT Statewide.

End with APS Power graphic/logo

Graphic APS logo  
CG: APS The Power To Make It Happen

[aps.com](http://aps.com)

*Male V.O. (8 seconds)*

Here's a Power Tip from APS, where we're always working to make sure you have safe, reliable energy when and where you need it.

*Donut (15 seconds) Female V.O.*

If you're starting an outdoor project where digging is required, make sure you know the location of all underground facilities before you dig.

The Blue Stake Center offers this service for free. Call (602) 263-1100 in Phoenix or statewide call 1-800-STAKE-IT.

*Male V.O. (7 seconds)*

For more electrical safety tips visit our Web site at [aps.com](http://aps.com).

APS...The power to make it happen.

## APS Power Tips Campaign

Client: APS  
Title: Storm Safety  
Length: :30

Date: 4/2/02  
Producer/AE: Walker/Dowden  
Draft #: 1

### Video

### Audio

Open with APS Power Tip graphic

Graphic APS logo

Shot of metal pipes

Shot of person turning off bath/shower

Unplugging computer/other appliances

Flashlight/radio shot

End with APS Power graphic/logo

Graphic APS logo  
CG: APS The Power To Make It Happen

[aps.com](http://aps.com)

*Male V.O. (8 seconds)*

Here's a Power Tip from APS, where we're always working to make sure you have safe, reliable energy when and where you need it.

*Donut (15 seconds) Female V.O.*

Metal pipes conduct electricity. So to be safe during storms, avoid taking a bath or shower. It's also wise to unplug major appliances and sensitive electrical equipment when storms strike.

Keep a flashlight and battery operated radio in an accessible area. And always stay away from downed power lines.

*Male V.O. (7 seconds)*

For more electrical safety tips visit our Web site at [aps.com](http://aps.com)

APS... The power to make it happen.

## **Print – Safety**



**PUBLIC SAFETY PRINT ADS**  
**2005/2006**

**Ladder Ad**

PHOTO: WARNING: KEEP 10 FEET FROM OVERHEAD POWER LINES

HEADLINE: Be safe. Stay away from power lines.

Trimming trees or working on your roof seems like a pretty simple task. But when power lines are too close, even a simple task can become life threatening. Before you climb a ladder or tree or do any sort of outside overhead work, remember to look up and stay safe. Stay at least 10 feet away from any overhead power lines, and make sure everyone in your family knows these rules.

Learn more about our passion for safety at [aps.com](http://aps.com)

APS  
The Power To Make It Happen

**Kite Ad**

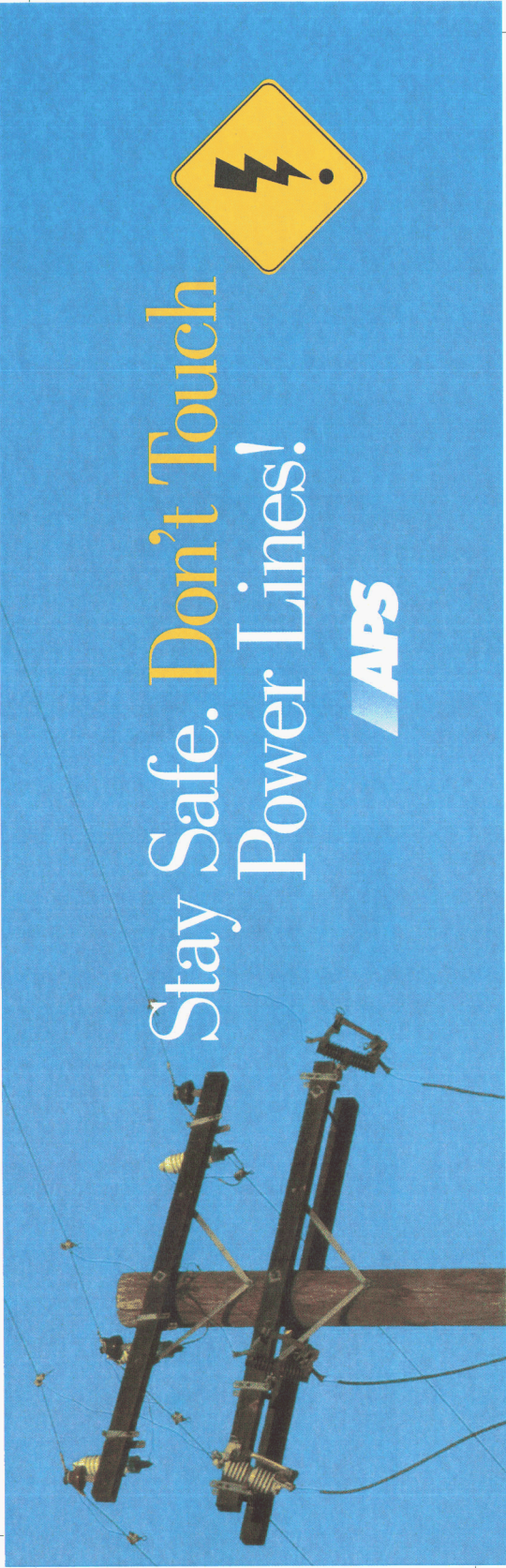
PHOTO: WARNING: IT'S A NICE KITE, BUT NOT WORTH RISKING  
YOUR LIFE.

HEADLINE: Be safe. Stay away from power lines.

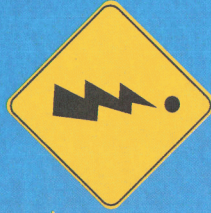
A fun, simple activity like flying a kite can turn serious when power lines are nearby. Using caution and being aware of the surroundings can be the difference between safe play and serious injury. Before climbing a tree or ladder or doing any sort of outside overhead work, remember to look up and stay safe. Stay at least 10 feet away from any overhead power lines, and make sure everyone in your family knows these rules.

Learn more about our passion for safety at [aps.com](http://aps.com)

APS  
The Power To Make It Happen



Stay Safe. Don't Touch  
Power Lines!



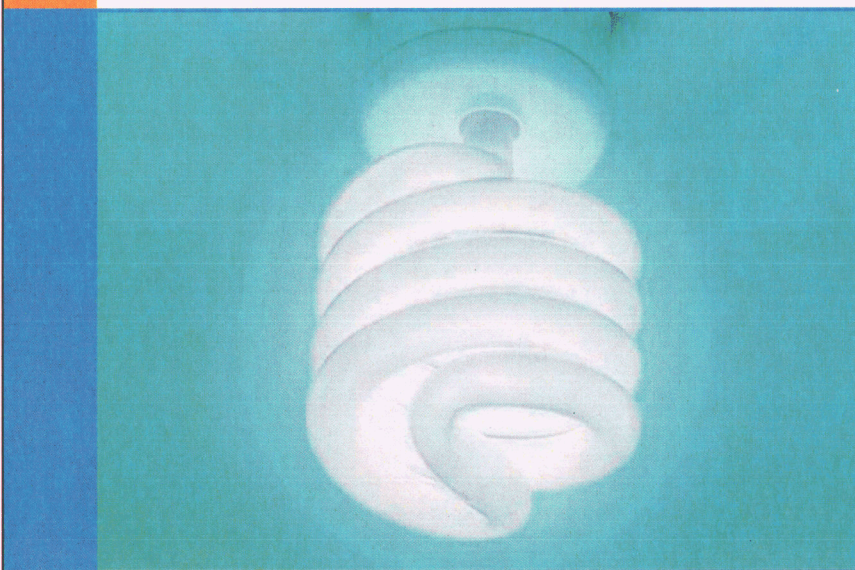
10' 6" x 36' 0" Bulletin	
Mechanical (H x W)	Actual (H x W)
Live: 5' 166" x 17' 916"	124' 0" x 430' 0"
Trim: 5' 25" x 18' 0"	126' 0" x 432' 0"
Bleed: 6" x 18' 75"	144' 0" x 450' 0"
Scale: 24:1 or 2400% Enlargement	

# **Compact Fluorescent Lamps**





The lights are on.  
And now they're costing you less money.



Lighting alone  
consumes up to  
**30% or more** of  
the electricity used  
by business and  
commercial users.

### Switch to energy-efficient lighting and reduce your electric bills and earn cash rebates.

Simple, low-cost efficient lighting investments can help you shed light on significant savings opportunities. Replace traditional incandescent light bulbs with compact fluorescent lamps (CFLs) and use up to 75 percent less lighting energy. Convert T12 lamps and magnetic ballasts to T8 lamps and electronic ballasts and reduce your lighting energy use by 40 percent.

And did you know that in government-funded studies, energy efficient lighting has also been found to improve productivity in schools and

offices and to boost sales in retail stores? In fact, a productivity increase of just 1% can offset a building's entire energy bill.

When you do the math, it makes sense — and dollars — to take charge of your lighting decisions. With lighting rebates of \$1.75 to \$75 per unit, it pays to think of lighting in "a whole new light."

NOTE: Productivity information found at <http://www1.eere.energy.gov/femp/pdfs/29267-8.4.pdf> and at [http://www.eere.energy.gov/EE/buildings\\_lighting.html](http://www.eere.energy.gov/EE/buildings_lighting.html)



Savings through energy  
efficiency — we have a simple  
solution. Call APS Business  
Solutions at 1-866-277-5605.

The APS Business Solutions program was approved by the Arizona Corporation Commission and is funded by APS customers.



Energy...enough to use, not enough to waste.

AZL-GE-P6-130\_5.indd 1

8/4/06 3:05:42 PM



Client: APS  
Job #: AZL-GE-P6-130 VER.A  
Description: NON-RESIDENTIAL DSM  
PRINT-LIGHTING

Document: AZL-GE-P6-130\_5.indd  
Date: 8/4/06 3:05 PM

Live: None  
Trim: 7.5 in x 10 in  
Bleed: None  
Gutter: None

Notes: Phoenix Business Journal

Round:

FM

Account Manager:	Michelle Bachand	APPROVAL	DATE	OK/WC
Project Manager:	Letitia Wright	APPROVAL	DATE	OK/WC
Group Creative Director:	None	APPROVAL	DATE	OK/WC
Art Director:	David Tierney	APPROVAL	DATE	OK/WC
Copy Writer:	Steve Sperber	APPROVAL	DATE	OK/WC
Studio Artist:	Christine McLean	APPROVAL	DATE	OK/WC
Production Manager:	Paul Newman	APPROVAL	DATE	OK/WC
Pre-press:	Toby/Michael	APPROVAL	DATE	OK/WC
Art Buyer:	None	APPROVAL	DATE	OK/WC
Proof Reader:	None	APPROVAL	DATE	OK/WC
Previous Users:	McLean, Christine/McLean, Christine			

Used Fonts: Avenir LT Std (95 Black, 85 Heavy, 45 Book, 55 Roman), Times (Regular), Avenir (85 Heavy)  
Linked Content: AZL-GE-P6-130.A4.R1.tif (CMYK), AZL-GE-P6-130.B.tif (CMYK)

Cyan  
Magenta  
Yellow  
Black



# See savings in a whole new light.



You can save  
as much as  
**\$60/year** when  
you switch the  
5 most-used  
lights in your  
home to CFLs.

## Replacing incandescent bulbs with Compact Fluorescent Lights can save money.

When you replace your old incandescent lights with new Compact Fluorescent Lights (CFLs) you'll benefit in several ways. CFLs use about 75% less energy than old-fashioned incandescent bulbs. That means you can get the same amount of light and still use less electricity. And the less electricity you use, the more money you save.

You'll also like the fact that CFLs last up to ten times longer than incandescent bulbs.

So you'll save even more money because you won't have to replace burned out light bulbs as often.

And now, APS is partnering with local retailers to offer discounts on CFLs. You'll find a list of participating retailers at [aps.com](http://aps.com) or call **1-800-783-7253**.

So make the switch to Compact Fluorescent Lights today—and start saving money and preserving our natural resources.

*This program was approved by the Arizona Corporation Commission and is funded by APS customers.*



Energy...enough to use, not enough to waste.

# See savings in a whole new light.



SPECIAL PRICING ON EFFICIENT LIGHTING  
BROUGHT TO YOU BY APS

APS is committed to helping you reduce energy costs and preserve our shared natural resources. Save money and make your home more comfortable with ENERGY STAR® compact fluorescent light bulbs.

Compact fluorescent light bulbs:

- Save up to \$25 in energy costs
- Use 75% less energy
- Last longer



Locate a participating retailer at  
[aps.com](http://aps.com) or by calling 1-800-783-7253.

## See savings at a store near you

A representative will be on hand to show you how  
energy-efficient lighting can save you time and money.

August 12, 11 AM – 4 PM, The Home Depot, 2000 N. Beeline Highway, Payson

Approved by the Arizona Corporation Commission and funded by APS customers

**:30**

DID YOU KNOW THAT THE AVERAGE COMPACT FLUORESCENT LIGHTBULB LASTS FIVE TO SEVEN YEARS, DEPENDING ON HOW IT'S USED?

**IT'S TRUE!** ENERGY STAR QUALIFIED CFLS USE UP TO SEVENTY-FIVE PERCENT *LESS* ENERGY THAN REGULAR INCANDESCENT BULBS AND CAN LAST UP TO TEN TIMES LONGER - SAVING *YOU* MONEY!

RIGHT NOW APS IS PARTNERING WITH LOCAL RETAILERS TO BRING APS CUSTOMERS DISCOUNTED PRICING ON ENERGY STAR QUALIFIED CFLS.

COME OUT TO THE LOWE'S AT 29TH AVENUE AND THUNDERBIRD RD THIS FRIDAY FROM 4 TO 6PM. LEARN MORE ABOUT HOW YOU CAN SAVE ENERGY AND MONEY THIS SUMMER WITH APS AND ENERGY STAR!

*tagline at end:* This program is approved by the Arizona Corporation Commission and funded by APS customers.

**:30**

DID YOU KNOW THAT AN INCANDESCENT LIGHT BULB ONLY USES TEN PERCENT OF ITS ENERGY FOR LIGHT? **THAT'S RIGHT**, THE REST IS WASTED AS HEAT!

AN ENERGY STAR QUALIFIED COMPACT FLUORESCENT LIGHTBULB USES NINETY PERCENT OF ITS ENERGY FOR LIGHT, AND ONLY TEN PERCENT IS OUTPUT AS HEAT - KEEPING YOUR HOME COOLER!

RIGHT NOW APS IS PARTNERING WITH LOCAL RETAILERS TO BRING APS CUSTOMERS DISCOUNTED PRICING ON ENERGY STAR QUALIFIED CFLS.

COME OUT TO THE LOWE'S AT 29TH AVENUE AND THUNDERBIRD RD THIS FRIDAY FROM 4 TO 6PM. LEARN MORE ABOUT HOW YOU CAN SAVE ENERGY AND MONEY THIS SUMMER WITH APS AND ENERGY STAR!

*tagline at end:* This program is approved by the Arizona Corporation Commission and funded by APS customers.

**:30**

DID YOU KNOW YOU CAN USE A COMPACT FLUORESCENT LIGHTBULB ALMOST ANYWHERE YOU WOULD NORMALLY USE AN INCANDESCENT LIGHTBULB?

THE BEST PLACES TO USE ENERGY STAR QUALIFIED CFL BULBS ARE THE KITCHEN, LIVING ROOM, BATHROOM VANITY AND OUTDOOR LIGHTS.

RIGHT NOW APS IS PARTNERING WITH LOCAL RETAILERS TO BRING APS CUSTOMERS DISCOUNTED PRICING ON ENERGY STAR QUALIFIED CFLS.

COME OUT TO THE LOWE'S AT 29TH AVENUE AND THUNDERBIRD RD THIS FRIDAY FROM 4 TO 6PM. LEARN MORE ABOUT HOW YOU CAN SAVE ENERGY AND MONEY THIS SUMMER WITH APS AND ENERGY STAR!

*Fast tagline at end:* This program is approved by the Arizona Corporation Commission and funded by APS customers.

**:30**

DID YOU KNOW THE ENERGY THAT AN ENERGY STAR QUALIFIED COMPACT FLUORESCENT LIGHTBULB SAVES OVER ITS LIFETIME IS EQUAL TO ABOUT FORTY GALLONS OF GAS?

RIGHT NOW APS IS PARTNERING WITH LOCAL RETAILERS TO BRING APS CUSTOMERS DISCOUNTED PRICING ON ENERGY STAR QUALIFIED CFLS.

COME OUT TO THE LOWE'S AT 29TH AVENUE AND THUNDERBIRD RD THIS FRIDAY FROM 4 TO 6PM. LEARN MORE ABOUT HOW YOU CAN SAVE ENERGY AND MONEY THIS SUMMER WITH APS AND ENERGY STAR!

*tagline at end:* This program is approved by the Arizona Corporation Commission and funded by APS customers.

**:15**

RIGHT NOW APS IS PARTNERING WITH LOCAL RETAILERS TO BRING APS CUSTOMERS DISCOUNTED PRICING ON ENERGY STAR QUALIFIED CFLS.

COME OUT TO THE LOWE'S AT 29TH AVENUE AND THUNDERBIRD RD THIS FRIDAY FROM 4 TO 6PM. LEARN MORE ABOUT HOW YOU CAN SAVE ENERGY AND MONEY THIS SUMMER WITH APS AND ENERGY STAR!

*tagline at end:* This program is approved by the Arizona Corporation Commission and funded by APS customers.



## **Print – Time-Of-Use**

## **Bill Message – June 2006**

### **Standard Plan Customers (E-12 target by kWh use, No Landlords)**

#### **APS Introduces Two New Time-Of-Use Rate Plans**

APS received approval from the Arizona Corporation Commission to introduce two new time-of-use rate plans. These plans offer more convenient hours with just seven on-peak hours of noon to 7 p.m. Monday – Friday and give cost saving incentives to customers who are able to shift energy to off-peak hours. The new rate plans have a lower cost for energy used during off-peak hours; however, it costs more for electricity used during on-peak hours. In order to save on these rates, it is important that you are able to shift usage to off-peak hours.

Typically, you can save money on these rates if you use more than 1,000 kWh/month and:

- You can shift the majority of your electricity use to off-peak hours, especially during summer months.
- You use a timer to run your major electrical equipment only during off-peak hours (e.g. water heater, pool pump, spa heater).
- You set your air conditioner thermostat to a warmer temperature during on-peak hours and you use your dishwasher, washer, dryer and range mostly during off-peak hours.
- APS has safe, unassisted access to your meter. We must be able to physically touch the meter to reset it each month.

To find out if one of these plans is right for you, go to [aps.com](http://aps.com) and do a rate comparison or call the APS Customer Care Center at 602-371-7171 or 800-253-9405 to request a detailed rate brochure. If you find out one of these rates is right for you, you can even sign up online. If you are eligible for these rate plans, it will require a meter exchange. APS must be able to physically change out the meter. The lead-time required for a meter exchange will vary based on meter equipment availability and scheduling.

### **Demand Advantage (E-10 and EC-1 frozen rate) Plan Customers (target by kWh use)**

#### **APS Introduces Two New Time-Of-Use Rate Plans**

APS received approval from the Arizona Corporation Commission to introduce two new time-of-use rate plans. These plans offer more convenient hours with just seven on-peak hours of noon to 7 p.m. Monday – Friday and give cost saving incentives to customers who are able to shift energy to off-peak hours. The new rate plans have a lower cost for energy used during off-peak hours; however, it costs more for electricity used during on-peak hours. In order to save on these rates, it is important that you are able to shift usage to off-peak hours.

Typically, you can save money on these rates if you use more than 1,500 kWh/month and:

- You can shift the majority of your electricity use to off-peak hours, especially during summer months.
- You use a timer to run your major electrical equipment only during off-peak hours (e.g. water heater, pool pump, spa heater).
- You set your air conditioner thermostat to a warmer temperature during on-peak hours and you use your dishwasher, washer, dryer and range mostly during off-peak hours.
- APS has safe, unassisted access to your meter. We must be able to physically touch the meter to reset it each month.

To find out detailed information on our rates and if one of these plans is right for you, go to [aps.com](http://aps.com) and do a rate comparison or call the APS Customer Care Center at 602-371-7171 or 800-253-9405 to request a rate brochure. If you find out one of these rates is right for you, you can even sign up online.

If you are eligible for these rate plans, it will require a meter exchange. APS must be able to physically change out the meter. The lead-time required for a meter exchange will vary based on meter equipment availability and scheduling.

### **Existing TOU Customers (all ET-1 and ECT-1R customers)**

#### **APS Introduces Two New Time-Of-Use Rate Plans**

APS has received approval from the Arizona Corporation Commission to introduce two new time-of-use rate plans. The new time-of-use plans offer more convenient hours with fewer on-peak hours of just noon to 7 p.m. Monday – Friday. The difference in price between on- and off-peak hours is greater than your current time-of-use plan, so it is even more important that you shift usage to off-peak hours, especially during the summer. These plans can typically save you money if you can shift **even more** of your electricity use to off-peak hours.

These plans may be right for you if:

- You have minimal energy use during on-peak hours (noon to 7 p.m. Monday – Friday), especially during summer months.
- You operate your major electric equipment (water heater, pool pump, spa heater) with a timer set to run only during off-peak hours.
- You set your air conditioner thermostat to a warmer setting during on-peak hours and you use your dishwasher, washer, dryer and range mostly during off-peak hours.
- APS has safe and unassisted access to your meter. They must be able to physically touch the meter to reset it each month.

To find out detailed information on our rates and if one of these rates is right for you, go to [aps.com](http://aps.com) and do a rate comparison or call the APS Customer Care Center at 602-371-7171 or 800-253-9405 to request a rate brochure. If you find out one of these rates is right for you, you can even sign up online.

If you are eligible for these rate plans, it will require a meter exchange. APS must be able to physically change out the meter. The lead-time required for a meter exchange will vary based on meter equipment and scheduling availability.

## **Print - Conservation**

## **ENERGY SURVEY PRINT**

### **Learn How to Reduce Your Energy Bills**

APS has a quick and entertaining online tool – the APS Energy Survey – that can help you learn how to reduce energy consumption and save on your electric bills.

In as little as 10 minutes, you can log on to [aps.com](http://aps.com), complete the survey and receive information on your energy consumption. APS customers who are registered online can even download their APS energy history for more accurate results. By using the [aps.com](http://aps.com) online Energy Survey, you can:

- Analyze how much electricity your home uses
- Compare your home's energy use to similar homes
- Explore ways to reduce energy bills and save money

Log on to [aps.com](http://aps.com) and select "Energy Survey." It's quick, it's easy, and it's free.

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The Power To Make It Happen

[aps.com](http://aps.com)

## **Energy Conservation Print – 2005**

### **A/C Print – With picture of an air conditioner**

#### **Wasting energy doesn't seem all that cool**

An inefficient air conditioning unit can be a big waste of money and electricity. And, in Arizona, we have enough energy to use, but not enough to waste.

#### **So tune it up.**

Simple solutions – like contacting an APS Qualified Contractor at (602) 371-3636 to service your air conditioner – can make a difference. By using energy wisely, you can lower your electric bill and help make sure we have enough energy this summer. For more helpful energy-saving tips, visit [aps.com](http://aps.com).

APS and you, together we have the power to make it happen.

APS  
The Power To Make It Happen

### **Light switch print**

#### **You can't be "on" all the time**

Leaving your lights on when you're not home can be a waste of money and electricity. And, in Arizona, we have enough energy to use, but not enough to waste.

#### **So turn it off.**

Simple solutions – like remembering to flip off the switch before you leave – can make a difference. By using energy wisely, you can lower your electric bill and help make sure we have enough energy this summer. For more helpful energy-saving tips, visit [aps.com](http://aps.com).

APS and you, together we have the power to make it happen.

APS  
The Power To Make It Happen

### **Thermostat print**

#### **How often do you get to tell your kids to “turn it up?”**

Each summer, air conditioning is the biggest user of electricity throughout Arizona. And, while we have enough energy to use, we don't have enough to waste.

#### **So turn it up.**

Simple solutions – like raising your thermostat a degree or two – can make a difference. By using energy wisely, you can lower your electric bill and help make sure we have enough energy this summer. For more helpful energy-saving tips, visit [aps.com](http://aps.com).

APS and you, together we have the power to make it happen.

APS  
The Power To Make It Happen

### **Dishwasher print**

#### **Transfer your dishwasher to the late shift**

Running your dishwasher during the day uses a lot of energy when it's needed the most. In Arizona, we have enough energy to use, but not enough to waste.

#### **So run it later.**

Simple solutions – like changing your dishwashing schedule – can make a difference. By using energy wisely, you can lower your electric bill and help make sure we have enough energy this summer. For more helpful energy-saving tips, visit [aps.com](http://aps.com).

APS and you, together we have the power to make it happen.

APS  
The Power To Make It Happen

### **Clothes drying on line print**

**They won't mind if they're left hung out to dry.**



Your clothes dryer uses a lot of electricity. In Arizona, we have enough energy to use, but not enough to waste.

**So turn it off.**

Simple solutions – like hanging laundry on a clothesline when possible – can make a difference. By using energy wisely, you can lower your electric bill and help make sure we have enough energy this summer. For more helpful energy-saving tips, visit [aps.com](http://aps.com).

APS and you, together we have the power to make it happen.

APS  
The Power To Make It Happen

# Save money in the comfort of your own home.



## Choose an ENERGY STAR® Home for maximum energy efficiency.

When you buy a home in the APS ENERGY STAR® Homes Program, you'll be living in a home that's designed and built to save energy.

These homes are built to meet strict new 2006 EPA ENERGY STAR® efficiency standards. The result is a home designed to keep you comfortable and save money on your monthly utility bills.

All ENERGY STAR® Homes are subject to random inspections and testing to ensure they perform efficiently.

Homes in the APS ENERGY STAR® Homes Program feature:

- Improved insulation
- High-efficiency air conditioning systems
- Energy-efficient appliances
- Energy-efficient low-E windows
- Tight construction
- Fresh air ventilation

### Participating Builders

**Del Webb**  
**866-340-Webb**

- Del Webb at Anthem Parkside at Merrill Ranch
- Sun City Anthem at Merrill Ranch

**Pulte Homes**  
**866-to-Pulte**

- Northgate
- Pulte Homes at Anthem Parkside at Merrill Ranch
- Stetson Valley

**Talas Homes**  
**623-327-0709**

- Buckeye Ranch
- Ranchettes
- Sun Valley Ranch



ENERGY STAR®  
Homes  
Program



Energy...enough to use, not enough to waste.



If lower utility bills aren't enough  
motivation, maybe cold hard cash is.



HVAC represents  
40% to 60% of  
the energy used  
in commercial  
and institutional  
buildings.

Energy efficient HVAC systems can yield substantial savings for your  
business. And **CASH REBATES** on installation help you keep your cool.

Keeping your employees and customers comfortable is an important factor influencing their productivity and their satisfaction. Of course operating your heating, ventilation and air conditioning systems takes a lot of energy. Harnessing today's efficient HVAC technologies and equipment is a real opportunity for controlling your energy costs.

When you're ready to replace or upgrade your HVAC equipment, you can earn cash rebates on energy efficient systems and reduce

your HVAC operating costs year after year. And you can further optimize your purchase selection of these systems through an energy study of your facility.

APS will also help identify strategic heating and cooling opportunities, and provide a vendor list for equipment purchase and installation.



Savings through energy  
efficiency — we have a simple  
solution. Call APS Business  
Solutions at 1-866-277-5605.

The APS Business Solutions program was approved by the  
Arizona Corporation Commission and is funded by APS Customers.



Energy...enough to use, not enough to waste.

**DDB**  
**LA**  
ART STUDIO

Client: **APS**  
Job #: **AZL-GE-P6-129 VER.A**  
Description: **NON-RESIDENTIAL DSM**  
**PRINT-COOLING**

Document: AZL-GE-P6-129.indd  
Date: 8/8/06 3:26 PM

Live: None  
Trim: 7.5 in x 10 in  
Bleed: None  
Gutter: None

Notes: **Phoenix Business Journal**

Round:

**5**

Account Manager:	Michelle Bachand	APPROVAL	DATE	OK/WC
Project Manager:	Letitia Wright	APPROVAL	DATE	OK/WC
Group Creative Director:	None	APPROVAL	DATE	OK/WC
Art Director:	David Tierney	APPROVAL	DATE	OK/WC
Copy Writer:	Steve Sperber	APPROVAL	DATE	OK/WC
Studio Artist:	Christine McLean	APPROVAL	DATE	OK/WC
Production Manager:	Paul Newman	APPROVAL	DATE	OK/WC
Pre-press:	Toby/Michael	APPROVAL	DATE	OK/WC
Art Buyer:	None	APPROVAL	DATE	OK/WC
Proof Reader:	None	APPROVAL	DATE	OK/WC
Previous Users:	McLean, Christine/McLean, Christine			

Used Fonts: Avenir LT Std (95 Black, 85 Heavy, 45 Book), Times (Regular), Avenir (85 Heavy)  
Linked Content: AZL-GE-P6-123.B.tif (CMYK), 200126467-001.jpg (RGB), 42-15722943.jpg (RGB)

Cyan  
Magenta  
Yellow  
Black

# Save now, save later.



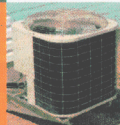
Ask your contractor how you may qualify for up to \$400 in rebates.

## It's easy to earn cash rebates on qualified air conditioning systems.

In Arizona's desert climate, your air conditioner can account for as much as 40 percent of your energy costs. However, you can dramatically increase the energy efficiency of your home—without sacrificing comfort.

Replace your old air conditioning equipment with a new qualifying high-efficiency air conditioning system and earn cash rebates:

Not only is it important to install the right equipment, but it's also important to have it installed properly by a qualified professional. Contact your regular contractor, or call APS for a FREE referral to an APS Qualified Contractor. These highly trained, experienced contractors are licensed and bonded and know the best ways to ensure that your system runs at peak efficiency.



- \$250 REBATE for 14 SEER & 12 EER A/C unit
- \$400 REBATE for 16 SEER & 14 EER A/C unit

Call the APS Energy Answer Line at 1.888.890.9730 or visit [aps.com](http://aps.com) for complete rebate information and a FREE referral to an APS Qualified Contractor.

This program was approved by the Arizona Corporation Commission and is funded by APS customers.



Energy...enough to use, not enough to waste.

APPROVALS	PLEASE SIGN	DATE	OK-OR-NOT
Production Manager			
Art Director			
Copywriter			
ACD			
Creative Director			
AD/AS			
Mktg Sup / Accnt Dir / Grp Accnt Dir			
Client			
Client Legal			

CLIENT: APS  
 JOB NUMBER: AZLGE-P6-128 VER. A  
 TITLE: ENERGY CONSERVATION TIPS AD-HVAC  
 P/UP PREVIOUS JOB NUMBER: AZLGE-P6-114  
 PUBLICATION: ARIZONA REPUBLIC/TBD  
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 ART DIRECTOR: HELENE COTE/DAVID TIERNEY  
 COPYWRITER: STEVE SPERBER  
 ACCOUNT EXECUTIVE: MICHELLE BACHAND  
 TRAFFIC MANAGER: LETITIA WRIGHT  
 STUDIO ARTIST: CHRISTINE MCLEAN  
 PRODUCTION MANAGER: PAUL NEWMAN  
 PRE-PRESS: TOBY FUERLE  
 ART BUYER: AMY R.  
 ART USAGE INFORMATION: ROYALTY FREE  
 310.907.1500





If your overhead was lower,  
your bottom line could be higher.



Energy efficiency incentives can provide your business with up to 75% of the incremental project cost related to energy efficiency improvements.

**Reduce your energy expenses by installing energy efficient equipment. And you'll earn incentives, too.**

Capitalize on today's electricity savings opportunities and reduce your operating costs. APS can help you achieve this goal when you upgrade your facility with energy efficient equipment.

By making improvements in your lighting, cooling, refrigeration and

motor systems—whether it's through a retrofit, equipment replacement, major renovation or new construction, you can earn cash incentives to offset the cost. You'll also realize energy savings year after year.

APS can also assist you by assessing your energy savings opportunities.



Savings through energy efficiency—we have a simple solution.

**Call APS Business Solutions at 1-866-277-5605 or go to [aps.com](http://aps.com)**

The APS Business Solutions program was approved by the Arizona Corporation commission and is funded by APS customers.



**Energy...enough to use, not enough to waste.**

**DDB** **LA**  
ART STUDIO

**Client:** APS  
**Job #:** AZL-GE-P6-123  
**Description:** BUSINESS DSM PRINT  
**Pick-up Job #:** NONE

**Document:** AZL-GE-P6-123.indd  
**Date:** 7/14/06 11:05 AM

**Live:** None  
**Trim:** 7.5 in x 10 in  
**Bleed:** None  
**Gutter:** None

**Notes:** Phoenix Business Journal

**Round:**

**5**

Account Manager:	Michelle Bachand	APPROVAL	DATE	OK/WC
Project Manager:	Letitia Wright	APPROVAL	DATE	OK/WC
Group Creative Director:	None	APPROVAL	DATE	OK/WC
Art Director:	David Tierney	APPROVAL	DATE	OK/WC
Copy Writer:	Steve Sperber	APPROVAL	DATE	OK/WC
Studio Artist:	Christine McLean	APPROVAL	DATE	OK/WC
Production Manager:	Paul Newman	APPROVAL	DATE	OK/WC
Pre-press:	Toby/Michael	APPROVAL	DATE	OK/WC
Art Buyer:	None	APPROVAL	DATE	OK/WC
Proof Reader:	None	APPROVAL	DATE	OK/WC
Previous Users:	McLean, Christine/McLean, Christine			

**Used Fonts:** Avenir LT Std (95 Black, 45 Book), Avenir (85 Heavy), Times (Regular)  
**Linked Content:** AZL-GE-P6-123.B.tif (CMYK), AZL-GE-P6-123.A.tif (CMYK)

**Cyan**  
**Magenta**  
**Yellow**  
**Black**



**Your most valuable tools aren't in your truck.**



Help your customers  
earn from **\$250**  
to **\$400** in rebates  
for energy-efficient  
air conditioners.

### Let these two APS Programs power up your business.

During the summer in Arizona, people really depend on their air conditioners. As an HVAC contractor, you know you'll be busy with air conditioner repairs, maintenance and installations. But, did you know that APS now offers an AC Rebate Program, to provide your customers with extra incentives to install energy-efficient HVAC systems?

With the new AC Rebate Program, all APS customers who purchase qualifying air conditioning systems will be able to earn a rebate — \$250 for 14 SEER & 12 EER systems or \$400 for 16 SEER & 14 EER systems.

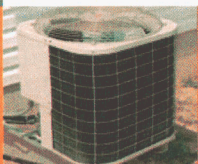
We also offer the APS Qualified Contractor Program. With the APS Qualified Contractor Program, we'll support training for your technicians through discounts on Heat Pump Council classes. These courses help your

technicians develop the skills for maximizing system performance and energy efficiency with replacements, repairs and regular maintenance.

As an APS Qualified Contractor, you'll get marketing and advertising support, including referrals. Your name will be given to customers who call our toll-free APS Energy Answer Line asking for information about energy-efficient air conditioning installation, repair work and maintenance.

Put the AC Rebate Program and the APS Qualified Contractor Program to work today. Both programs help you provide extra value to your customers and give you an edge over your competition. For more information about the Qualified Contractor Program and how to sign up, call the APS Energy Answer Line at 1-888-890-9730. To learn more about the rebate program, visit [aps.com](http://aps.com) today.

**To learn about becoming an  
APS Qualified Contractor, call  
the APS Energy Answer Line  
at 1-888-890-9730.**



**Energy...enough to use, not enough to waste.**



## Let the APS ENERGY STAR® Homes Program give you a competitive edge.



Earn a **\$400** cash incentive on each home in the APS ENERGY STAR® Homes Program.

### Put the APS ENERGY STAR® Homes Program to work for you.

The rising cost of home ownership is on more homebuyers' minds. Now, you can give your developments a distinct advantage while helping new homebuyers live in the most energy-efficient homes available.

When you participate in the APS ENERGY STAR® Homes Program, you'll make a commitment to build new homes that meet the new energy efficiency standards set forth by EPA's ENERGY STAR® Homes guidelines. These homes are 20% more

energy efficient than the homes your competitors are building. The result is higher satisfaction among homebuyers. In fact, more homebuyers are interested in energy-efficient homes because they want to save money on their utility bills while staying comfortable all year long.

Additionally, APS will provide you with marketing support including advertising and promotion that directs new homebuyers to your new subdivisions. And you'll earn \$400 for every home that meets these standards.



To take advantage of the APS ENERGY STAR® Homes Program, call **Sandy Lockard**, APS Senior Account Representative at **602-250-3455**.



ENERGY STAR®  
Homes  
Program



Energy...enough to use, not enough to waste.



## Saving money during the summer is no sweat.



Go to [aps.com](http://aps.com) to learn how to qualify for a **\$250** or **\$400** rebate on a new high-efficiency air conditioner.

## Learn how easy it can be to use less energy and keep your cool.

When the summer comes to Arizona, most everyone depends on air conditioning to beat the heat. Fortunately, there are a lot of ways to stay comfortable while managing your energy use. Here are some practical ideas that can help you save money.

- Turn up the thermostat a few degrees and use ceiling fans to circulate air and make you feel up to five degrees cooler.
- Have your air conditioning system serviced annually and ask your contractor to check for air duct leaks.
- Clean or replace all air conditioning filters monthly.
- Replace old incandescent bulbs with new Compact Fluorescent Lamps — they give off much less heat.
- Consider adding attic and air duct insulation if you live in an older home.
- Use sunscreens or shades on windows.
- Close the drapes or blinds on the sunny side of your house.
- Install only high-efficiency air conditioning systems when it's time to replace your air conditioner.

Visit [aps.com](http://aps.com) for more energy and money saving tips.

When you reduce energy consumption, everyone benefits — even the environment. So take advantage of these energy saving ideas today and save money all year long.



Energy...enough to use, not enough to waste.



Now you have an excellent reason to  
turn off the TV or stereo.



Save money  
by turning off  
unnecessary lights  
and electric  
appliances.

### Just follow these energy saving tips from APS.

Saving energy can be a lot easier than you think. And better still, you can do it without spending a lot of money. Here are just a few practical ideas that cost nothing to help you save electricity and money.

- Turn up the thermostat a few degrees and use ceiling fans to circulate air and make you feel up to five degrees cooler.
- Keep air conditioner filters clean.
- Turn off the lights when no one is in the room.
- Turn off unnecessary electric appliances such as TVs, computers and stereos when no one is using them.
- Unplug lights and appliances that are on timers when you are gone for a long period of time.
- Only run full laundry and dishwasher loads.
- Turn off the vent fan after you are done cooking.
- Close the drapes or blinds on the sunny side of your house.

Visit [aps.com](http://aps.com) for more energy  
and money saving tips.

When you reduce energy consumption, everyone benefits — even the environment. So take advantage of these no-cost energy saving ideas today and save money all year long.



Energy...enough to use, not enough to waste.